## **Supporting Information**

## Differential Membrane Dipolar Orientation Induced by Acute and Chronic Cholesterol Depletion

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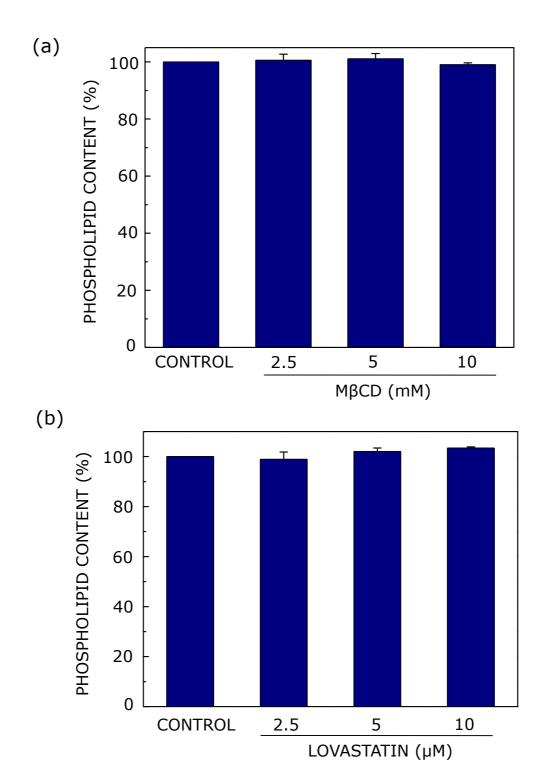
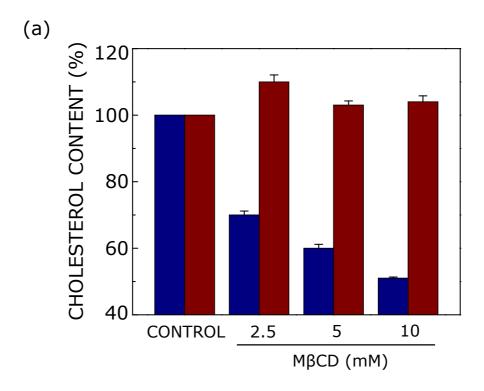
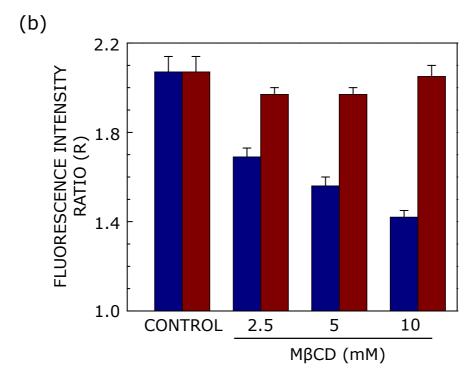
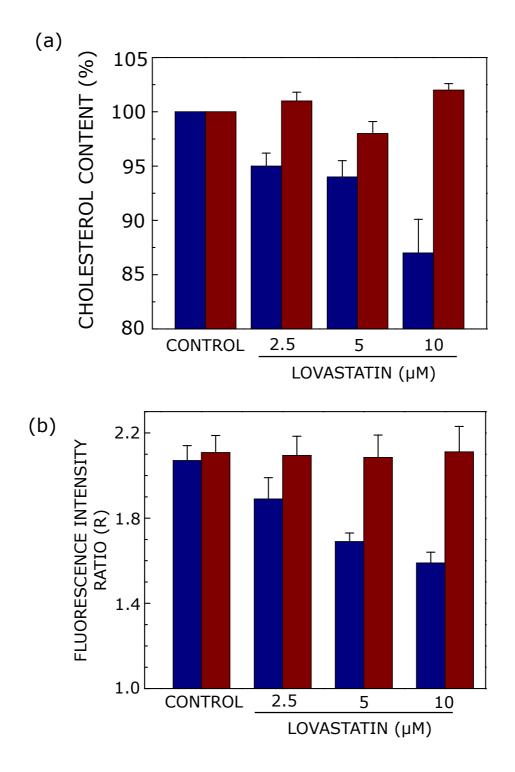


Figure S1. Membrane phospholipid content remains invariant upon acute or chronic cholesterol depletion. Effect of increasing concentration of (a) M $\beta$ CD and (b) lovastatin on phospholipid content of CHO-K1 cell membranes. Values are expressed as percentage of phospholipid content for cell membranes in the absence of M $\beta$ CD or lovastatin treatment. Data represent means  $\pm$  S.E. of at least three independent measurements. See Methods for other details.





**Figure S2.** The change in membrane dipole potential upon acute cholesterol depletion could be reversed upon replenishment with cholesterol. Cholesterol content (a) and fluorerscence intensity ratio, R (b) for cholesterol-depleted (blue bars) and cholesterol-replenished (maroon bars) are shown. See Methods for other details.



**Figure S3.** The change in membrane dipole potential upon chronic cholesterol depletion could be reversed upon replenishment with cholesterol. Cholesterol content (a) and fluorerscence intensity ratio, R (b) for cholesterol-depleted (blue bars) and cholesterol-replenished (maroon bars) are shown. See Methods for other details.